

fashion calendar

Sept. 9/16/57

january

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january-1958

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march-1958

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 16, 1957</u>			
Monday Sept. 16 9:30 A.M. Coffee	PRESS PREVIEW: FALL AND WINTER FASHIONS Preview of Fall and Winter fashions by leading American designers. By invitation. Publicity: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Monday Sept. 16 11:00 A.M.	PRESS PREVIEW OF IMPORTS AND COPIES Russeks will present imports and copies to the press. By invitation. <u>Customer showing, Thursday, Sept. 19 at 6:00 P.M.</u> on 3rd floor. Publicity: Virginia Woodruff Associates, WI. 7-6740.	RUSSEKS FIFTH AVENUE	8TH FLOOR
Monday Sept. 16 12:15 P.M.; 6:00 P.M.	FALL FASHIONS BY GLORIA SWANSON "Reflections of Fashion"--showing of Fall fashions designed by Gloria Swanson. Press invited. Open to public. Publ: Arthur See, LA. 4-7000.	SAKS-34TH	5TH FLOOR
Monday Sept. 16 12:30 P.M. Luncheon	FALL FASHIONS BY ESTEVEZ AT LUNCHEON Fall collection by Luis Estevez, available at Lord & Taylor, at first luncheon of the month. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	GRENELLE-ESTEVEZ, LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR BALIROOM
Monday Sept. 16 3:30 P.M.	PRESS PREVIEW OF MID-SEASON FASHIONS By invitation. Trade showings at 1:00 P.M. through Sept. 24. By appointment. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Sept. 16	OPENING: HOLIDAY AND RESORT COLLECTION Continuous showings of Holiday and Resort dresses. Contact: CH. 4-3488.	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday Sept. 16	HOLIDAY FASHIONS BY JEANNE CAMPBELL Continuous daily showings. Contact: Bobbie Luxenberg, LO. 5-1445.	SPORTWHIRL, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday Sept. 16	OPENING: COCKTAIL & DINNER FASHIONS Showings of Holiday and Resort collection. Continuous daily thereafter; luncheon at 12:00 Noon. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday Sept. 16	SHOWING OF HOLIDAY & RESORT DRESSES Continuous daily thereafter. Publicity: Helen O. Borger, TE. 8-0937.	JULES FURST, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 16-	NATIONAL SWEATER WEEK		
Sept. 22	Contact: National Outerwear Foundation, 386 Fourth Ave., MU. 3-7520.		
Tuesday Sept. 17 9:00 A.M.	MALBE COORDINATES OF BARTACOTONE Preview of Malbe Holiday and at-home coordinates of bartacotone, fine Italian cotton. By invitation. Publicity: Peggy Cantor, WI. 7-1228.	BART SCHWARTZ INT'L TEXTILES (1407 B'WAY)	THE HARWYN CLUB 112 EAST 52ND STREET
Tuesday Sept. 17 9:00 A.M. Breakfast	PRESS PREVIEW OF SHOE FASHIONS "Room Of The Shoe"---opening of Russeks' new shoe salon. By invitation. Publicity: Virginia Woodruff Associates, WI. 7-6740.	RUSSEKS FIFTH AVENUE	STREET FLOOR
Tuesday Sept. 17 9:30 A.M.- 11:30 A.M. Breakfast	PREVIEW OF BLOUSE FASHION FUTURES Informal showing of an import collection of Paris blouse originals by Balmain, Dior, Givenchy, Laroche and Patou. By invitation. Publicity: E. Ruth Pepper, 341 Madison Ave., IE. 2-9227.	NAT'L ASSOC. OF BLOUSE MANUFACTURERS	HOTEL NEW YORKER PARLOR B - 3RD FLOOR
Tuesday Sept. 17 10:00 A.M.	PREVIEW: FALL FASHIONS BY HOWARD GREER Press preview of Fall and Winter fashions by Howard Greer. By invitation. Customer showing at 2:30 P.M. Publicity: Gloria Pelter, JU. 6-1000.	JAY THORPE	4TH FLOOR
Tuesday Sept. 17 10:00 A.M.	OPENING OF RESORT AND HOLIDAY COLLECTION The Adele Simpson Resort and Holiday collection at 10:00 A.M. on Tues., Wed., and Thurs. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 17 10:30 A.M.	OPENING OF RESORT COLLECTION Coordinates, separates and dresses at 10:30 A.M., Sept. 17-20. By invitation. Contact: Harriette Wittman, FE. 6-8263.	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
Tuesday Sept. 17 10:30 A.M.	PREVIEW OF RESORT- INTO-SPRING DRESSES "Wonderland of Color"---misses and junior collection. Breakfast after show in Ballroom. By invitation. Publicity: Helene Towers Fashion Service, 417 Fifth Ave., MU. 3-6955.	KAY WINDSOR (1400 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
Tuesday Sept. 17 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Bergdorf Goodman preview of Bernard Newman originals; and Fall fashions by Curiel of Italy. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Arnold Constable's 132nd Anniversary, with a showing of Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Beginning Tuesday Sept. 17 1:15 P.M.	OPENING: RESORT AND TRAVEL COLLECTION Sylvia Kaplan will present daytime and late-day dresses and ensembles. By reservation. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE, SHOWROOM - 21ST FL.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 17 3:00 P.M.	PRESS PREVIEW OF CUSTOM COLLECTION Elizabeth Arden will invite the press to preview her collection, designed by Count Sarmi. By invitation. Publicity: Alan McGeehan at Rasponi Associates, Inc., 667 Madison Avenue, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Wednesday Sept. 18 10:00 A.M. Coffee	PRESS PREVIEW OF FALL FASHIONS "Your Fashion Horoscope"--highlights from a collection by leading designers. <u>Customer showings, Sept. 18 and 19 at 2:45 P.M.</u> By invitation. Contact: Mrs. Pleasants Pennington, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET 3RD FLOOR
Wednesday Sept. 18 10:30 A.M.; 2:30 P.M.	PRESS PREVIEW OF RESORT COLLECTION "Salt Water U.S.A."--John Weitz will introduce fashions from four American seaports. By invitation. Contact: Minna Greenberg, LO. 3-4920.	JOHN WEITZ OF PRINTZESS SQUARE	1407 BROADWAY SHOWROOM - 31ST FLOOR
Wednesday Sept. 18 12:00 Noon Luncheon	HOME FASHIONS LUNCHEON MEETING "Innocents Abroad--America's Influence on Europe". Demonstration and commentary by Mary Hamman, "Life"; and Betty Pepis, Roy Bernard Assoc. Price: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.)	HOTEL ROOSEVELT BALLROOM
Wednesday Sept. 18 2:30 P.M. Cocktails	SPECIAL CONFERENCE ON FORMAL FASHIONS Special Meeting--"Remember Go Formal New Year's Eve". Theme: "The Bells Are Ringing"--Host and Hostess: Judy Holliday and Sydney Chaplin. By invitation. Publ: Saul Richman Assoc., 151 E. 50th St., MU. 8-1770.	S. RUDOFKER'S SONS ("AFTER SIX FORMALS")	WALDORF-ASTORIA WEST FOYER
Wednesday Sept. 18 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS By invitation. Publicity: Nona James, 23 East 39th St., MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday Sept. 18 3:00 P.M. Cocktails	PREVIEW: RESORT & HOLIDAY FASHIONS Lady Guilford will present a collection of Hope Mathews' country separates. For press and buying offices, by invitation. Contact: Angela Coppa, LA. 4-2398.	LADY GUILFORD (1384 BROADWAY)	HOTEL WARWICK SUITE 2121
Wednesday Sept. 18 4:00 P.M. Tea	PRESS PREVIEW OF HOLIDAY LINGERIE Holiday lingerie with highlights from Fall and Winter collection. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	VANITY FAIR LINGERIE	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 19 9:30 A.M. Breakfast	PRESS PREVIEW: OPENING NEW 6TH FLOOR Macy's will preview their new sixth floor featuring home furnishings and fashion fabrics. By invitation. Contact: Katherine Vincent, Director of Public Relations, OX. 5-4400, Ext. 3370.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Sept. 19 11:00 A.M.	PRESS PREVIEW OF IMPORTS AND COPIES Russeks will present their imports and adaptations to the press. By invitation. <u>Customer showing Monday, Sept. 23 at 2:30 P.M. on 3rd floor.</u> Publicity: Virginia Woodruff Assoc., WI. 7-6740.	RUSSEKS FIFTH AVENUE	8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 19 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Edward Abbott's Fall cocktail and evening collection designed by Wilson Folmar, available at "Miss Bergdorf" Shop. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EDWARD ABBOTT, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 19 4:00 P.M.- 6:00 P.M.	PREVIEW OF SWIMSUIT COLLECTION Preview of 1958 Cruise and Summer swimsuits and playclothes. By invitation. Publicity: Kay Wilson at Catalina, MU. 3-7020.	CATALINA, INC. (425 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Friday Sept. 20 9:00 A.M. Breakfast; 12:00 Noon Luncheon	IMPORT FASHIONS AT TWO SHOWINGS Commentator: Carmel Snow, editor, "Harper's Bazaar." Prices--Breakfast: \$5.50, members; \$8.00, guest; Luncheon: \$7.50, members; \$10.00, guest (one per member). Co-Chairmen: Margaret deMille and Bettina Ballard. Contact: CI. 7-3940.	THE FASHION GROUP, INC. WALDORF-ASTORIA (9 ROCKEFELLER PLAZA)	GRAND BALLROOM
Monday Sept. 23 11:30 A.M.	PRESS PREVIEW: FRENCH BOUTIQUE FASHIONS Showing of Bendel's French boutique fashions to the press. By invitation. Publicity: Winifred Galbraith, CI. 7-1100.	HENRI BENDEL, INC.	10 WEST 57TH STREET
Monday Sept. 23 12:30 P.M. Luncheon	PREVIEW OF "CURON": EXHIBIT & PRESS SHOW Exhibit from 11:00 A.M. in Sert Room, showing the Curtiss-Wright product "Curon" and its various uses: carpet underlay material; clothing interlining; household cleaning products; cushioning material; wall tiles; and many new applications. Open to allied fields, Sept. 24-27, from 10:00 A.M. to 7:00 P.M. By invitation. Contact: Arthur J. Donnelly, Jr. (Wood-Ridge, New Jersey) WEBster 3-0800, Ext. 4185.	CURTISS-WRIGHT CORP. (WOOD-RIDGE, N.J.)	WALDORF-ASTORIA EMPIRE ROOM
Monday Sept. 23 12:30 P.M. Luncheon	FALL COLLECTION AT FASHION SHOW Showing of Richard Cole's daytime and evening fashions, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Monday Sept. 23 3:30 P.M. Cocktails	PREVIEW: CRUISE AND SUMMER SWIMSUITS Preview of 1958 swimsuit collection. <u>Showing at 4:00 P.M.</u> By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 E. 45th St., MU. 2-7025.	ROXANNE SWIM SUIT CO. (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
Tuesday Sept. 24; Sept. 25 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW PRINT FABRICS Fuller Fabrics will present a press preview of Boussac prints on American cottons; <u>Tues., Sept. 24 to fashion press; Wed., Sept. 25, resident buyers.</u> By invitation. Contact: Marcelle Feybusch, OX. 5-1700.	FULLER FABRICS CORP.	STEVENS BUILDING 1460 B'WAY - 2ND FL.
Tuesday Sept. 24 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 24 11:30 A.M. Luncheon	PRESS PREVIEW OF GIFTS AND ANTIQUES Bergdorf Goodman will preview their collection of gifts and antiques to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 24 12:30 P.M. Luncheon	FALL CUSTOM FASHIONS AT LUNCHEON SHOW Showing of Fall custom-made collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Fontayne contact: PL. 3-6677.	FONTAYNE (331 E. 55TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Beginning Tuesday Sept. 24 2:30 P.M.	SUIT COLLECTION DESIGNED BY STEFAN Showing of collection designed especially for October, November and December. Continuous thereafter. Contact: Isabelle Crawford, BR. 9-7700.	BRIARBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Sept. 24 4:00 P.M. Cocktails	PREVIEW OF SWIMSUITS AND TRAVEL WARDROBE Resort and Spring preview of Jantzen swimsuits and sunclothes; also travel wardrobe of coats, suits and dresses, designed by Jeri Holmes. By invitation. Publicity: Lillian Zmania, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVE.)	HOTEL PIERRE GRAND BALLROOM
Wednesday Sept. 25 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL SHOE FASHIONS Preview of Fall shoes. (This show had originally been scheduled for Sept. 12.) By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	STREET FLOOR SHOE SALON
Wednesday Sept. 25 12:30 P.M. Luncheon	BEN GERSHEL FASHIONS AT LUNCHEON SHOW Press by invitation. Public by reservation. Altman Publicity: Eleanor Horton, MU. 9-7000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 25 12:30 P.M. Luncheon	FALL COLLECTION DURING LUNCHEON Showings of Fall dresses with Schiaparelli furs, hats, bags, shoes and parasols. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Schiaparelli contact: Alfred Davidson, PL. 5-0868. Pierre Fashion Director, Nola Luxford, TE. 8-8000.	SCHIAPARELLI & LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Sept. 26	ROSH HASHONAH -- First Day of Jewish New Year -- (Thursday).		
Monday Sept. 30 11:30 A.M.	PRESS PREVIEW: FALL AND WINTER FURS Fall and Winter furs, designed by Emeric Partos. (Note <u>Change of Date.</u>) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Monday Sept. 30 2:30 P.M.	OPENING OF CRUISE SPORTSWEAR FASHIONS Showing of casual and golf dresses; also separates collection. Daily thereafter at 2:30 P.M. Contact: Joseph Sussman, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday Sept. 30 4:00 P.M. Cocktails	PREVIEW OF RESORT & SPRING SEPARATES Haymaker's Resort and Spring collection of shirts and separates to press and buyers. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.</u>			
<u>MONDAY, SEPT. 30</u>			
	Zoltan Rosenberg Co.	2:30 P.M.	550 7th, LA. 4-6691
<u>TUESDAY, OCT. 1</u>			
	Kane-Weill.	10:30 A.M.	498 7th, LO. 5-3041
	Sport-Craft, Inc.	2:30 P.M.	550 7th, LA. 4-9724
<u>WEDNESDAY, OCT. 2</u>			
	Davidow.	By appointment.	550 7th, PE. 6-6909
	David M. Goodstein, Inc.	10:30 A.M.	498 7th, LA. 4-2577
PREVIEW OF FALL AND WINTER FURS			
Tuesday Oct. 1		MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
9:30 A.M. Breakfast		By invitation. Contact: Mrs. S.K. Steffen, CI. 7-1388.	Publicity: Vera Bacal-Fredy Schey, 419 East 57th Street, PL. 3-8421.
Beginning Tuesday Oct. 1	OPENING: RESORT AND EARLY SPRING COLLECTION	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
10:30 A.M.	Kane-Weill and Wiley Petites will be presented at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.		
Tuesday Oct. 1	PRESS PREVIEW: RESORT AND HOLIDAY MILLINERY	MISS MARY	37 WEST 57TH STREET SALON
11:00 A.M.	Miss Mary will present her Resort and Holiday millinery to the press and buyers. By invitation. Publ: Maud G. Moody, 347 Fifth, LE. 2-5562.		
Tuesday Oct. 1	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA STARLIGHT ROOF
12:30 P.M. Luncheon	Presentation of 23 Awards to designers from five nations for diamond jewelry design and display, chosen from sketches submitted anonymously to selection committee: Mrs. Cornelius Vanderbilt Whitney, Mrs. Jack Adair, Mrs. Brooks McCormick, Mrs. Robert Windfohr and Mrs. Francis Griffin. By invitation. Contact: Mildred Kosick, PL. 7-5700.		
Tuesday Oct. 1	JANE DERBY'S COUTURE COLLECTION AT LUNCHEON	DE PINNA	HOTEL AMBASSADOR BALLROOM
12:30 P.M. Luncheon	De Pinna will present Jane Derby's couture fashions. Press by invitation. Public by reservation; contact: PL. 5-1000. De Pinna Publicity: Helen Daub, MU. 8-2000. Produced by Mary Alice Rice, CI. 6-1790.		
Tuesday Oct. 1	PREVIEW: RESORT AND SPRING DRESSES	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
2:30 P.M. Cocktails	David Crystal will present their collection of Resort and Spring dresses to press and buyers. (Note Change of Time). By invitation. Thereafter at 10:30 A.M. Contact: Terry Mayer, BR. 9-6560.		
Tuesday Oct. 1	PRESS PREVIEW: CRUISE & RESORT FASHIONS	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
4:00 P.M. Cocktails	Press preview of swimwear, sportswear and dresses designed by Greta Plattry. By invitation. Publicity: Margaret Hodge, 15 E. 48, PL. 5-7630.		
Wednesday Oct. 2	PRESS PREVIEW: HOLIDAY AND CRUISE FASHIONS	NANETTE CASHMERE, INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
9:15 A.M. Breakfast	Preview of Cashmere coordinates, ensembles and dresses. By invitation. Contact: WI. 7-1830. Publ: Margaret Hodge, 15 E. 48 St., PL. 5-7630.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 2 10:00 A.M. Breakfast	HOLIDAY & CRUISE LEATHER FASHIONS Preview of Samuel Robert's Holiday and Cruise fashions in leather. <u>Showing</u> at 10:30 A.M. By invitation. Publicity: Joan Idestrom at Alan W. Bell, 437 Fifth Avenue, MU. 4-4705.	SAMUEL ROBERT, INC. (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Wednesday Oct. 2 12:30 P.M. Luncheon	FAIL FASHIONS DURING LUNCHEON Claire Schaffel will present Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Claire Schaffel contact: PL. 5-0818. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CLAIRE SCHAFFEL (558 MADISON AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 2 2:30 P.M.	BRIGANCE: RESORT-SPRING PRESS PREVIEW Preview of Brigance's Resort and Spring beachwear, playclothes, separates and at-home fashions. By invitation. Daily thereafter at 2:30 P.M. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Oct. 2 3:30 P.M. Cocktails	PREVIEW: RESORT AND HOLIDAY FASHIONS Jay Anderson will present his "Posh" collection of better dresses. For press and buying offices, by invitation. Daily thereafter by appointment. Contact: Alexandra Sandlin, 331 E. 58 St., MU. 8-3543.	ANDERSON DESIGNS, INC. (MIAMI, FLORIDA)	HOTEL SAVOY PLAZA WILLIAMSBURG SUITE
Wednesday Oct. 2 4:00 P.M. Cocktails	PREVIEW: SPRING AND RESORT SWEATER FASHIONS Preview of Korriigan Lesur's Spring and Resort sweater collection. <u>Showing</u> at 4:30 P.M. By invitation. Publ: Ruth Hammer, 2 W. 59 St., EL. 5-7872.	KORRIGAN LESUR CORP. (580 FIFTH AVENUE)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Beginning Wednesday Oct. 2	OPENING OF RESORT AND SPRING SUITS Continuous daily thereafter. Contact: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Oct. 3 9:00 A.M. Breakfast	PREVIEW: 1958 COLE & DIOR SWIM FASHIONS Preview of Cole's 1958 collection of misses and junior beachwear; also the swimsuit collection designed by Christian Dior exclusively for Cole. <u>Showing at 9:30 A.M.</u> By invitation. N.Y. Contact: 1407 B'way, Room 2703, BR. 9-2886. Contact: Anne Cole, 2615 Fruitland, Los Angeles.	COLE OF CALIFORNIA (2615 FRUITLAND, L.A.)	HOTEL PLAZA BALLROOM
Thursday Oct. 3 10:30 A.M.	OPENING OF RESORT- SPRING COLLECTION Tina Leser will present her Resort and Spring fashions at 10:30 A.M. daily. Contact: James Howley, LO. 5-7514.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Oct. 3 12:00 Noon	FABRICS DIVISION LUNCHEON MEETING Co-chairmen: Frances Clarke and Ann Boucher. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR HOTEL BALLROOM
Thursday Oct. 3 12:30 P.M. Luncheon	FALL COAT & SUIT FASHIONS AT LUNCHEON George Carmel's coats and suits, available at Lord & Taylor. Press by in- vitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Director and Producer: Mary Alice Rice, CI. 6-1790.	GEORGE CARMEL, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 3 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING 1958 COLLECTION Hathaway will present a new boutique group from the ladies division; also men's Resort fashions. By invitation. Publ: Alexis Yardley, OX. 7-5566.	C. F. HATHAWAY CO. (112 EAST 40TH ST.)	HOTEL AMBASSADOR BALLROOM
Thursday Oct. 3 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of seventy fashion editors. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Friday Oct. 4 11:00 A.M.	PRESS PREVIEW OF RESORT-SPRING COLLECTION Trade showings Oct. 9, 10 and 15 at 11:00 A.M. By invitation and reserva- tion. Contact: Molly Porter, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Oct. 5	YOM KIPPUR -- Jewish Day of Atonement (Saturday).		

SPRING-RESORT OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning	LARRY ALDRICH CO., INC.	530	7th Ave.	(12 Fl.)	CH. 4-1872
Monday	BEN BARRACK, INC.	498	7th Ave.	(7 Fl.)	LO. 4-3923
Oct. 7	HARVEY BERIN, LTD.	530	7th Ave.	(7 Fl.)	PE. 6-0206
	BRANELL.	530	7th Ave.	(27 Fl.)	PE. 6-6983
	WILLIAM FOX, INC.	530	7th Ave.	(21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	550	7th Ave.	(7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530	7th Ave.	(12 Fl.)	WI. 7-4077
	GRABOIS.	498	7th Ave.	(5 Fl.)	CH. 4-2767
	GROBE ORIGINALS, INC.	498	7th Ave.	(16 Fl.)	BR. 9-8394
	HARMAY	498	7th Ave.	(22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498	7th Ave.	(9 Fl.)	LO. 4-1860
	JOBERE, INC.	530	7th Ave.	(20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES CO.	498	7th Ave.	(4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498	7th Ave.	(21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530	7th Ave.	(21 Fl.)	LA. 4-0237
	ROSALIE MACRINI	550	7th Ave.	(11 Fl.)	CH. 4-2655
	PAUL PARNEZ CORP.	498	7th Ave.	(10 Fl.)	CH. 4-4600
	REICH-GOLDFARB CO., INC.	498	7th Ave.	(7 Fl.)	WI. 7-5374
	BEN REIG, INC.	498	7th Ave.	(23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	530	7th Ave.	(12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498	7th Ave.	(7 Fl.)	LA. 4-2877
	HERBERT SONDEHEIM, INC.	530	7th Ave.	(20 Fl.)	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	1 W.	47th St.	(7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530	7th Ave.	(2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530	7th Ave.	(11 Fl.)	CH. 4-2617

Monday Oct. 7 2:00 P.M.	OPENING: SPRING AND RESORT COLLECTION Showing of Spring and Resort cocktail fashions. Thereafter, daily at 2:00 P.M. Contact: LO. 4-3600. Publ: Vera Bacal-Fredy Schey, PL. 3-8421.	RIMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
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Monday Oct. 7 2:30 P.M.	PRESS PREVIEW: RESORT AND SPRING FASHIONS Preview of Claire McCordell's Resort and Spring collection. By invitation. Trade showings at 2:30 P.M. daily. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 7 4:00 P.M.- 7:00 P.M. Cocktails	SPRING COLLECTION BY LUIS ESTEVEZ Preview of Resort and Spring fashions, designed by Luis Estevez. By invitation. Trade showings thereafter at 12:00 Noon in showroom. Contact: Elizabeth Harris, LO. 4-5820.	GRENELLE-ESTEVEZ, LTD. (550 SEVENTH AVENUE)	WALDORF-ASTORIA JADE SUITE
Tuesday Oct. 8 12:30 P.M. Luncheon	PREVIEW: RESORT AND EARLY SPRING FASHIONS By invitation. Showings thereafter on Tuesdays, Wednesdays and Thursdays. Contact: LO. 3-0988. Publ.: Vera Bacal-Fredy Schey, 419 E. 57, PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 8 2:30 P.M.	CRUISE AND RESORT DRESS COLLECTION Daily showings at 2:30 P.M. By appointment. Contact: CH. 4-0619. Publicity: Helen O. Borger, 667 Madison Avenue, TE. 8-0937.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Oct. 8 3:00 P.M.	SWIMWEAR FASHION SHOWING AT COCKTAILS Preview of the Rose Marie Reid 1958 swimsuit collection to press and buyers. By invitation. Publ.: Virginia Dickson at Rose Marie Reid, IE. 6-6275.	ROSE MARIE REID, INC. (1407 BROADWAY)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Oct. 8 4:00 P.M.	PREVIEW: CRUISE, RESORT AND SPRING FASHIONS Harmay will present their collection of dresses, costumes and suits. By invitation. Daily thereafter at 4:00 P.M. Contact: IE. 6-5547. Publicity: Pauline Greene, at Charles J. Charney, 101 W. 55th St., PL. 7-0955.	HAIMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 8 5:00 P.M. Cocktails	PREVIEW OF RESORT & SPRING COLLECTION Press preview of Ceil Chapman's Resort and Spring fashions. By invitation. Thereafter at 2:30 P.M. Contact: IA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Oct. 8	OPENING: RESORT AND EARLY SPRING FASHIONS Collection designed by Walter Gerson. Continuous trade showings. Contact: CH. 4-2270. Publicity: Vera Bacal-Fredy Schey, 419 E. 57 St., PL. 3-8421.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday Oct. 9 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fall and Winter fur fashions by Gunther Jaeckel will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Mrs. Pleasants Pennington, PL. 5-7000.	GUNTHER-JAECKEL	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Oct. 9 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Else Fritz will present her Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz contact: EL. 5-9371. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 9 1:00 P.M.	OPENING OF CRUISE & SPRING FASHIONS Showing of daytime and evening collection. Thereafter at 1:00 P.M. Contact: John Brunelle, BR. 9-5644.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 9 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT & HOLIDAY COLLECTION Women's and girls' Resort and Spring fashions. <u>Showing at 4:30 P.M.</u> By invitation. Contact: Barbara McGinniss, BR. 9-1974.	WHITE STAG (1407 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
Wednesday Oct. 9 5:00 P.M.- 7:30 P.M. Cocktails	PREVIEW OF RESORT FASHIONS IN WOOL "Block Party"--fashion show featuring wool Resort fashions by leading American designers. Showings at 5:00 P.M. and 7:00 P.M. By invitation. Publicity: Toni Robin at The Wool Bureau, 16 W. 46th St., PL. 7-5092.	THE WOOL BUREAU; & HOLIDAY MAGAZINE	CHERRY LANE THEATRE 38 COMMERCE (7TH AVE.)
Thursday Oct. 10 12:30 P.M. Luncheon	FALL AND WINTER FURS AT LUNCHEON SHOW David's collection of Fall and Winter fur fashions designed by Capucci of Rome. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Director: Mary Alice Rice, CI. 6-1790. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.	CAPUCCI OF ROME FOR DAVID (50 W.57)	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 10 4:00 P.M. Cocktails	PRESS PREVIEW: HOLIDAY AND RESORT FASHIONS Donald Brooks will present his new collection of misses fashions to the press. <u>Showing at 4:30 P.M.</u> By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	HEDGES, LTD. (36 WEST 38TH STREET)	HOTEL AMBASSADOR TRIANON ROOM
Monday Oct. 14 1:00 P.M.	OPENING: SPRING DRESS COLLECTION Daily thereafter, by appointment. Contact: Bill Laird, IA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Oct. 14 4:30 P.M.- 6:30 P.M. Cocktails	RESORT AND CRUISE FASHIONS ON S.S. NASSAU The Italian Silk Association will present a showing of Resort and Cruise fashions by leading designers and manufacturers. "Miss Italian Silk" will represent the Italian Silk Industry. By invitation. Publicity: Rasponi Assoc., Inc., 667 Madison Avenue, TE. 8-8171.	ITALIAN SILK ASS'N.	PIER 42 - MORTON ST. NORTH RIVER
Beginning Monday Oct. 14- Oct. 25	OPEN HOUSE: BOUTIQUE ITALIAN COLLECTION Fontana will present her Boutique Resort and Spring Italian fashions. By invitation. Contact: PL. 9-3000, Suite 336. Publicity: Rosemary Sheehan, 27 E. 37th Street, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA SUITE 336
Tuesday Oct. 15 9:00 A.M. Breakfast	PREVIEW OF RESORT AND SPRING FASHIONS Preview of casual dresses and ensembles designed by Liz Claiborne. By invitation. Contact: LO. 5-2275. Publ.: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	HOTEL STATLER SKYTOP
Tuesday Oct. 15 10:30 A.M.	PRESS PREVIEW: SPRING COUTURE COLLECTION <u>Trade showings Oct. 16-18; thereafter Tuesdays and Thursdays at 10:30 A.M.</u> By invitation. Contact: Estelle Marr, IA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 15 10:30 A.M.	OPENING OF RESORT & SPRING COLLECTION Daily thereafter at 10:30. Contact: CH. 4-2659. Publ.: Vera Bacal-Fredy Schey, 419 E. 57th St., PL. 3-8421.	ELFREDA-VISIONI, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 16 10:00 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior-New York will preview their Spring collection at 10:00 A.M. to the press. <u>Trade showings at 2:30 P.M., Oct. 17, 18, 22 and 24.</u> By invitation. Contact: Dorothy Smith, PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 16 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Carrie Munn will present her daytime to evening collection. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Carrie Munn contact: PL. 7-6334. Pierre Fashion Director, Nola Luxford, TE. 8-8000.	CARRIE MUNN (6 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Fall collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 17 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Showing of Fall fashions by leading designers. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL, INC. (27 EAST 61ST ST.)	HOTEL PLAZA TERRACE ROOM
Tuesday Oct. 22 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Seymour Fox will present Spring coats and suits. <u>Showings thereafter on Wednesday, Oct. 23-30 and Nov. 5 at 10:00 A.M.</u> By invitation. Publicity: Sally McDonald, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FL.
Tuesday Oct. 22 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Showings thereafter at 2:30 P.M., Oct. 23, 24, 29 thru 31. By appointment. Contact: LA. 4-6968. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday Oct. 21 11:30 A.M.	PREVIEW OF SPRING COAT & SUIT FASHIONS <u>(OUT OF DATE ORDER)</u> George Carmel's Spring coat and suit collection. By invitation. Trade showings thereafter at 10:30 A.M. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday Oct. 23 10:30 A.M.	OPENING: SPRING COATS AND SUITS Arthur Jablow will present his Spring collection of coats and suits. <u>Daily showing thereafter at 10:30 A.M.</u> By invitation. Contact: Mrs. Lee Jablow, IA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 23 12:30 P.M. Luncheon	SILK FASHION SHOW DURING LUNCHEON "World of Silk"--leading American designers' fashions, available at Bergdorf Goodman. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N, U.S.A.	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 24 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW Cotton Resort and Spring fashions by leading designers. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: Florence S. Lippincott, BR. 9-5950.	ABERFOYLE MFG. CO. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM